

REQUEST FOR COUNCIL ACTION

9
MEETING

DATE: 8/4/03

AGENDA SECTION: Consent	ORIGINATING DEPT: Administration	ITEM NO. D-3
ITEM DESCRIPTION: Skyway Directories		PREPARED BY: Doug Knott DK

Staff requests Council authorization to enter into a five year agreement with CityLites to provide skyway directories for the downtown skyway system. CityLites will install three-panel advertising signs at 17 locations on the skyway system, four of which are municipally owned property. In lieu of paying the City any rent for the use of the city locations, CityLites will design (to city specifications) a skyway and parking directory map that will be the middle panel in each of the 17 locations. CityLites has already obtained the permission of the property owners for the other 13 locations. In addition to installing the signs, CityLites will periodically update the directories, up to three time per year, as new bridges and buildings are constructed or as buildings change names.

Previous correspondence on this item and a map of the sign locations is attached.

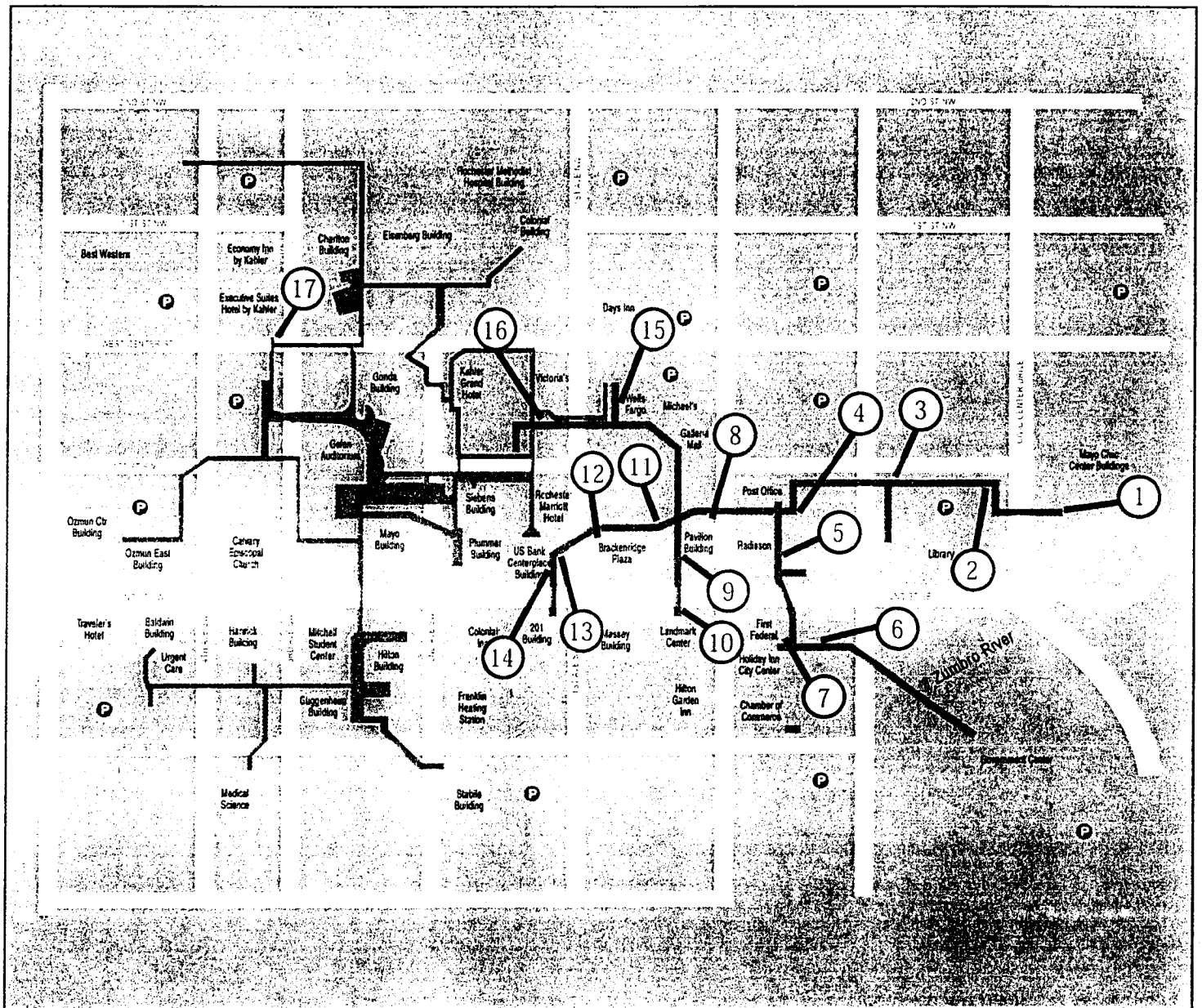
COUNCIL ACTION REQUESTED:

Authorization to enter into an agreement with CityLites for the installation of advertising signs on city owned property in exchange for the design and maintenance of skyway directories at 17 locations in the skyway system as shown on the attached map.

COUNCIL ACTION: Motion by: _____ Second by: _____ to: _____



Rochester Locations



Memo

To: Mayor and City Council

From: Stevan E. Kvenvold *ASK*

Date: June 18, 2003

Subject: Skyway Directories

The attached memo from Doug Knott discusses a proposal from an advertising firm who would update and install the skyway/subway maps in exchange for erecting advertising signs in the skyways.

I am not an advocate for installing advertising signs in the skyways, however, with the downtown tax increment district revenues drying up with the termination of the downtown TIF and the City's current budget reduction efforts, I do recommend your favorable consideration of the proposal.

I am requesting Doug Knott to work with CityLites to finalize an agreement for your consideration and official action. Please let me know if you have any problems with this approach.

Enclosure

c: D. Knott

Memo

To: Stevan Kvenvold
From: Douglas A. Knott
Date: June 17, 2003
Subject: Skyway Directories

CityLites submitted a proposal to us to replace the existing city owned skyway directories with lighted three-panel advertising signs. The middle panel would contain a new skyway/subway directory. The CityLites proposal includes seventeen new signs. Thirteen of these would be located on privately owned skyway and subway corridors and four would be located on city owned skyway corridors. There would be no cost to the city for the directories other than minor electrical usage for those signs located on city property. CityLites views the directories as a draw that enhances the value of the adjacent panels. Revenues from the advertising are shared with the building owners. In the case of the City, we would receive new maps, with a commitment by CityLites to maintain and update them, in lieu of any revenue. CityLites currently has a similar arrangement with St. Paul and Duluth. They also do some of the directories for Minneapolis and Des Moines skyway systems.

Our existing skyway directories were installed in the late 1980's and early 1990's. There are several problems with them. The lack of illumination makes them difficult to read. They require periodic updating as new buildings are constructed, businesses change names, or new skyway or subway legs are added to the system. For example, the existing directories do not show the Gonda Building. It is relatively expensive to update the artwork for maps and have them printed. In the past we used TIF funds for this work. No one in the City organization has been assigned the responsibility for maintaining or repairing the directories. We have operated on a complaint basis with DPW staff replacing broken glass or changing the maps as needed.

The proposal from CityLites contains the following elements:

- *They would remove our existing directories and make any repairs to the walls where they were attached.
- *They will obtain permission and make all of the arrangements for the installation of the new signs with the private owners (I believe that they have already done this).
- *They would pay all construction costs associated with the new signs including bringing power to them.
- *They would develop new skyway subway maps, to our specifications, and update them up to 2 to 3 times per year, if necessary.
- *They want a 5 -Year commitment from the City to the program. They need at least this much time to amortize their costs.

During the recent focus group sessions for the downtown plan, visitors to the community expressed problems with finding their way around the subway and skyway system. The backlit maps are easier to locate and to read than our existing maps. I support the CityLites proposal. Donna Drews and Tony Knauer also support the proposal. If you concur, I will work out the details of an agreement with the CityLites and prepare an item for Council action. If we decide not to go with the CityLites proposal, we need to budget for new maps and assign someone the task of maintaining them

Attached are photos showing the proposed locations.

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